



CITY OF OREM
Summerfest Commission Meeting Minutes
Wednesday, January 20, 2016
5:15 p.m.

CONDUCTING: Teresa Horn, Boutique (Chair)

ATTENDING: Liz Craig, Baby Contest, Sponsors
Wally Harkness, Sponsors, Booklet, Appreciation Dinner
Jim Lauret, Grand Parade
Kena Mathews, Children Crafts, Student Marshals
Kathy Pranger, Food Vendors, Breakfast
Rob Shaw, Car Show, and Children's Parade
Joseph Sorensen, (Arts Council) Entertainment
Nancy Peterson, (Arts Council) Entertainment
Ryan White, Appreciation Dinner (food), Hospitality Tent, AirCare
Brent Sumner, City Council Representative
Laura Bascom, Volunteer Coordinator
Tim Dalsing, Park Liaison
Peter Wolfley, Web/Social Media
Reed Price, Maintenance Division Manager
Charlene Crozier, Arts Council
Kent Allen, Purchasing Agent

ABSENT/EXCUSED: Nancy Peterson, (Arts Council) Entertainment
Jill Winder, Administrative Support
Jason Adamson, Risk Manager

VISITORS: Scott Swift, Orem City Human Resource Office
Becca Brunst, assisting Liz Craig with the baby contest

Welcome, Introductions & Approval of Minutes

Teresa Horn (Chair) brought the meeting to order by welcoming everyone to the 2016 January Summerfest meeting. As a reminder, all meetings are recorded in compliance with the State and City Ordinance. Even though there was a full committee, the November meeting minutes were not approved. We will do this in our meeting in February along with the January meeting minutes. Teresa turned the meeting over to Reed Price for the selection and voting of the 2016 Summerfest Chair and Vice Chair.

Reed stated at this time, the committee needs to discuss and vote on the new Chair and Vice Chair. After a discussion Jim Lauret nominated Teresa Horn to be the president, and Liz Craig nominated Wally Harkness if Teresa Horn would like a break from being the Chair. Teresa commented that she was willing to be the Chair again, and she feels that the Chair needs to be able to be around if needed, where Wally travels so much for business, it may be harder for him to take care of items that may need immediate attention. But if Wally would like the opportunity she would gladly support that as well. It was suggested that Wally would make an excellent Vice Chair.

Wally Harkness made the motion to nominate Teresa Horn to be the 2016 Summerfest Chair with Jim Lauret seconding the motion. Rob Shaw nominated Wally Harkness to be the Vice Chair with Liz Craig seconding the motion. All committee members voted aye unanimously.

Clerical Updates

Reed passed around the packets that were prepared by Jill Winder. Please take the one with your name on it. Binders were made for the new committee members. Reed will also pass around the Committee Information sheet. Please verify your personal information and make any needed changes. This will be updated and handed out in the February meeting. If you want something marked “Private” please note that and Jill will mark it in red, which will only be used by the committee members only.

Reports on findings from the November Meeting

A meeting was called in November to discuss the idea of expanding the scope of Summerfest and talked about several ideas we could use to incorporate show casing what Orem has to offer. Some of the ideas were:

- Showcase businesses at Scera Park.
- Storytelling evening at Scera Shell.
- Thursday night Family night in the park with the carnival rides at a reduced price and an invitation to the food vendors to participate.
- Look at changing the parade route, which would make it a little longer.
- Incorporating the All Ability Playground. But due to unforeseen issues, primarily fund raising the City does not anticipate that will occur during Summerfest. But we hope to promote it somehow during this event and may do a fundraiser event.
- Add some additional activities at Scera Park.
- Move the Car Show to Orem High School or Scera Park, allowing for more people to showcase their vehicles.
- Move the Baby Contest to Orem High School and combine with the Freedom Festival.

Reed added that as we try to expand Summerfest, we need to have the resources and money available to accommodate each of these new proposed events. Which means that we don't want to grow too big

too quickly. With this mind, Reed asked Wally to talk about the Summerfest showcase developments. Wally asked in regards to Storytelling and Reed replied yes.

The Timpanogos Storytelling Institute has agreed to showcase a few story tellers for one night as a preliminary task to see how things flow. Reed and Adam with Scera talked, and it sounds like Wednesday evening will be the best night to do this. Reed added that on Wednesday night there is a scheduled movie in the Shell that starts about 9:00-9:30 p.m. Adam suggested that if we hold the event on Wednesday those who are already there, are welcome to stay and watch the movie as well. Wally added that he is suggesting tickets to be \$5.00 per person and also have a family price as well. Reed said that if the committee is comfortable with this, Adam will pencil in the date. Reed will then run it by City Council for their approval. For the Shell to be able to participate they will need to make around \$2,500.00 to cover expenses and make a small profit. Adam told Reed realistically, that our costs would probably come in less, so we would need to possibly come up with a sponsor to help meet that dollar amount. If there was a profit made, Charlene thought any costs/profit would be split between Summerfest and Storytelling.

PARADE ROUTE: Jim Lauret started by saying that there was a couple good staging areas if we started at the corner of 400 South and 400 East. That would make the route going east on 400 South or 300 South and join up with 800 East, which is the normal start of the parade and then follow the regular route. Jim Lauret said that the High School has a big parking lot for staging and some area in the Scera Park Elementary School, and 400 East is not as wide as 800 East. Wally asked about the two Stake Centers and can we use them. Jim said that they are always used each year for a Singles activity and so they are never available to use. But he does use the other church on 600. Teresa has a question on the parade route is what will be going on at Scera Park on Saturday. If we are doing something there it makes sense to change the parade route, but if not we should keep it as is. Rob Shaw added that even if we put the Car Show at Scera Park, they are usually done by 1:00. They do not want to be there all day. Reed added that this is his struggle as well. What are we doing that is enticing enough to bring a crowd to Scera Park? Teresa said we really need to have a good justification to change the parade route. Reed answered that there has not been anything suggested to him that really makes him feel that activities at Scera Park will entice a crowd. Tim Dalsing added that no matter what we do, Center Street is always going to be packed, because people want to stay close to the park. It was mentioned about taking the parade down farther on 800 East near Costco and staging it down in that area. But due to all the construction, there may not be adequate space to stage around one-hundred entries. NOTE: Several minutes are inaudible due to so many people talking at once, but the main conversation seems to be a discussion concerning the parade route. Reed ended the conversation by saying that we do not need to make a decision today, but will address again in the February meeting.

TRIATHLON EVENT: Scott Swift with Orem City would like to present the option of having a sprint triathlon event. This would utilize the Scera Pool, and part of Scera Park. Scott has talked with Lissy Sarvela with Recreation and she said that the pool could accommodate this event Saturday morning. They would also need to use the large north pavilion in the park, which they have already reserved for Saturday morning. Scott's idea is a little more complicated than just a regular triathlon. Wally asked how long this presentation takes. Scott said he would make it around 5 minutes. A typical sprint triathlon you take a half mile swim, twelve to fifteen mile bike, followed by a five mile run. Super sprint you just take half that distance and do it twice. Scott explained the bike and running route, which is a flat quick route. Scott would like to use some of the entry fee money to be donated to the All

Ability Playground. Several of the committee members commented that they have concerns that this will not be able to truly pay for itself, because in the past the Firemen sponsored a 5K on Saturday morning struggled due to the drop in participation due to the Utah Valley Marathon. A couple years ago, Tour De' Habitat ran into the same problems as the Firemen 5K and decided not to do it again.

The committee told Scott that if he could run the program, collect the money, do the advertisement, and find sponsorship then they work with him to make this event a part of Summerfest. Wally asked Scott to go back and figure out what the total cost would be to cover everything, which could include Public Safety's time and come back with those numbers to another meeting. Even if you did all that, you will still need assistance from Public Safety, cones to mark the bike and running routes, street swept, volunteers, t-shirts, food, tables, etc. It came down to the committee wanting to see a full breakdown of all the costs, plus sponsorship money.

Wally made the motion to allow the sprint triathlon to be a part of Summerfest as long as it will be ran with their own sponsors and assuming all costs surrounding this event. Then plus bring that information back to the Summerfest committee for a final vote in February. Liz Craig seconded the motion, with all remaining members voting aye unanimously.

ADDITONAL ACTIVITIES AT SCERA

Teresa asked what activities have been decided to be at Scera Park. Teresa started off by saying that if we have businesses there, we should also locate the Community Booths to Scera. The Community booths handout many free items, and this would help draw people into the park.

CAR SHOW: Rob Shaw pointed out that if we have the Car Show at the park instead of the high school, it would interfere with the sprint triathlon on Saturday morning. Wally added that we could bring them in a different way that would not interfere with the triathlon. But a lot of the sidewalk will be used by the runners to get out of the park. Teresa asked Rob what his thoughts were about relocating the Car Show to a different location. Rob answered that he would like to move it to another location, if only there is a commitment level of other things happening in that location that would still draw people to the park and the car show. If they are isolated by themselves he doesn't want to move. Rob received a lot of feedback last year of people just walking through that they like having it attached to the festivities, because they could just walk from carnival, food, boutiques and other events, while maybe other family members were doing what they wanted in the park. Rob is open to both. We just need to decide what events and times of operation of those activities that will be at Scera Park before Rob makes his decision.

Teresa added that if we could get some of the water activities and well as the children's train, food trucks, etc. it could draw people into Scera Park. Kena Mathews thought that if we are doing the children's train and water activities at Scera, maybe we should move the Children's Craft area to Scera Park as well.

Moving the fireworks has been mentioned several times. Teresa feels that they should be kept at the City Center Park because we still want the main crowd at this park, especially where we have paid vendors, entertainment, and carnival going well into the evening on Saturday. Reed commented that if we were to move the fireworks we could expand because the whole park would be open as well as additional parking. If we decide to move the fireworks the Fire Marshall will need to approve the new

site, but again this would move everyone out of the main park and would decrease the food and vendor sales. Tim Dalsing stated that if the fireworks were to move to Scera Park, you would have to block off three quarters of the park, so that location would not be a good choice. Teresa again stressed that we need to take baby steps in making changes and not overwhelm ourselves with so much all at once. Robb suggested that maybe next year, move the fireworks and keep all the activities in that park in one central location again this year. Many people seem to agree with that suggestion.

NEW ACTIVITY: Kena Mathews has another suggestion for another activity. Kena sits on the board of the Utah Valley Interfaith Association. The Utah Valley Interfaith committee had a discussion about an event that they do every year called “The National Day of Prayer.” Kena was thinking on the Tuesday the week of Summerfest might be a good time to hold this event in conjunction with Summerfest. Kena pointed out that the Freedom Festival has a Mayor Prayer Breakfast. It is very interfaith based. Utah Valley University has been highly involved with this, and they have had it there before. They usually bring in a speaker, music, scriptures, and prayers from all different religions. It is a really nice event and so Kena thought it would work in well with Summerfest.

We could potentially do it again at UVU. This was something that the chair of the Utah Valley Interfaith Association wanted Kena to present to the Summerfest Committee. It is usually around 7:00 p.m. at night and lasts around an hour or a little longer. The committee members thought this would work well doing the week of Summerfest, especially on Tuesday evening at UVU or maybe Sunday after Summerfest in the afternoon in the City Park. Because on Monday and Tuesday, tents and event preparations will be going on. Kena will take this information back to the Utah Valley Interfaith Association, but a final vote on this would take place in the February meeting, and if it is a go, they can make the information available for the booklet.

FOOD VENDORS: Kathy Pranger really needs clarification on food vending so she can get her applications on the internet. At this point, all the paid food vendors will all be at the City Center Park. You can extend them an invitation to set up for Thursday-Saturday for the same entry amount. If they want to do Thursday that’s great, but if not Friday and Saturday will still be the same price. The food trucks can be invited for Wednesday night for Storytelling as well as Friday and Saturday and Scera Park. To help try and make it somewhat fair to the other food vendors we should ask the food trucks for \$100.00 fee. Hopefully then, you may receive feedback from some of them concerning being a part of Summerfest.

JIMMER FREDETTE FOUNDATION: Peter Wolfley and others have been working with the Jimmer Fredette Foundation. Jimmer wants to help raise money for the All Abilities Playground. He wants to come and shoot 100 three-pointers at Orem High School. So this is how it works. People come and donate a certain amount of money for every three-point shot he makes. For example you pledge a \$1.00 for every shot he makes. Jimmer makes 90 shots, you would pay \$90.00 donation. The weekend that works for him is the Summerfest weekend. Pete asked if we want to make it part of Summerfest This event would take place on Friday night probably around 7:00 p.m. at one of Orem’s high schools. Wally added that maybe this would be an opportunity to see if we could use the gym after this event for a youth dance.

Teresa added that this sounds great, be again reinstates that she feels like the committee is trying to do too much at one time, unless Reed doesn’t think so. Jim Lauret asked if we did something like this, who would be in charge of it.

ENTERTAINMENT: Joseph Sorensen said maybe some ideas for headliners on Friday night might be a couple of Orem/Provo guys that have been on “The Voice” this past couple seasons. Dustin Christensen, who participated on “The Voice” is also in a band called “The Lower Lights” and they might be willing to perform. The other one is Ryan Innes who was on “The Voice” a couple years ago and is from the Provo area.

THEME & GRAND MARSHAL: Teresa opened this up for discussion asking the committee members if anyone had brought ideas about a theme and grand marshal(s). Kena Mathews said that she has an idea. She said the Woodbury Corporation has a theme called “The Center of it All” so maybe she was thinking “Orem, The Center of it All.” Jim Lauret mentioned James Christensen the artist and asked if he was an Orem resident. Rob Shaw mentioned The Iron Cowboy, James Lawrence but does not know if he lives in Orem or Lindon. Wally Harkness added that last year we had suggested Matt Holland, President of UVU or Brad Robins is in the band “Gentri.” Pete suggested the two moms who have been the driving force for the All Ability Playground, and they both have children with special needs. While talking about this, the committee seemed to like the theme “All Together.”

Wally Harkness made the motion that the theme for 2016 Orem Summerfest is “All Together” with Kena Mathew seconding the motion and all remaining committee members voting aye. Teresa asked all committee members to come to February’s meeting with names for the grand marshal so we can vote and extend the offer to an individual in February.

PARADE: Jim Lauret made a motion to leave the parade route the same this year. He feels like it is going to be very difficult to move it. Teresa commented that if we are doing things at Scera Park she thinks the parade route needs to change. Reed suggested that we discuss it again in February and make the decision then. Jim Lauret said that he really does not have a true vision on where you truly want it to start and the direction you want it to go.

BABY CONTEST: The Freedom Festival contacted Reed Price about combining Provo and Orem’s baby contests. Reed Price and Liz Craig met with Provo’s baby contest representatives to discuss the options of doing this. Provo usually holds their baby contest a week after Orem’s and since they are so close to each other, they proposed combining them into one event. Liz told them that she prefers that the baby contest still be attached to Orem Summerfest week, for one reason we like to showcase the winners in the grand parade. Both cities would find sponsors to help pay for the expenses. Reed added that when he and Liz met with them, Reed was concerned about losing the Orem’s baby contest connection with Summerfest.

The event held in Provo is an American Freedom festival and could be called “American Freedom Festival Baby Contest at Orem’s Summerfest.” With this combination both organizations would like to add more winning categories. For example, patriotic dress, best costume, etc.

With the combining of the baby contests, there will be so many more babies participating that the venue will need to be relocated to a high school or possibly UVU. These venues are now being contacted for availability. The winners will be announced on Saturday, June 11th with time and place still unknown.

TALENT SHOWCASE: Miss Orem is doing a Children's Miracle Network and is putting together an event called "Orem's Got Talent." They will start having the preliminary competitions at Timpanogos High School, which will be held sometime in March. As Liz was talking with Reed about it, they discussed on having the finalist perform on the City Center Stage on Thursday, June 9 in the evening while the Family Night in the park is going on. The Children's Miracle Network is still in the planning stages and hopefully Liz will have more information about this for our February meeting.

Reed mentioned this to his boss Chris Tschirki received a notice from Canyon View Junior High that this event will be taking place during Summerfest. Chris asked Reed about this. Reed told Chris that he and Liz have been talking about it, but didn't think it was finalized. Liz thought that Reed had given her the green light to move forward with this, so Liz gave Canyon View Junior High the green light. Because of this they started announcing this event to their students. Reed said that it needs to be discussed as a committee first, plus Reed needs to let the City Manager know and also get his feedback on each new event.

SPONSORS: Wally started by stating that what is important from the sponsor's standpoint is to be given the opportunity and the vision and excitement to what is new and happening with Summerfest. Wally is proposing to have a March kickoff for potential sponsors to attend a small VIP gathering with the "All Together" theme so we can try and commit them for the different opportunities to sponsor an event. Wally has already talked to a couple of venues who might be willing to host this kick off. Also he would ask Dustin Christensen to sing a few songs for this event. We could serve some light refreshments.

This would be the night that if you know a business that you might think would like to be a sponsor of Summerfest to extend them an invitation to come. This is our chance to get commitments all in one night. Brent Sumner asked Wally when he was thinking about doing this. Wally responded possibly March 8-9. This would be the date that could work with Utah Valley University Culinary Institute building. They have great parking, a nice facility, and would provide refreshments at no cost. This would be a great place to bring potential sponsors, plus spread the word to the other businesses around them to come and check out all the exciting events at Summerfest and you could be a part of this. Jim Lauret asked if they were located in the old WordPerfect campus, and Wally answered yes. Rob Shaw inquired if the City has current inclusions that committee members could get a copy of them and possibly hand a few out prior to this sponsor kickoff. Rob would like to have something to give to Rocky's Tire Pro, and other potential car sponsors before the event. Wally said that he would have all those details/information about the different tiers and have that ready for our February meeting. Reed reminded everyone that if you do find sponsors for your event, the funding needs to go through the City.

Rob Shaw made a motion to adjourn the meeting, with Jim Lauret seconding and all remaining committee members voting aye unanimously.

Adjournment of meeting was at 7:30 p.m.